ORDER

Orders Order / Rev: 683908 06144347 Alt Order #: DCCC Product Desc: WKYC Estimate: 1193 Flight Dates: 10/23/12 - 10/29/12 Primary AE: Joe Knauer Original Date / Rev: 10/05/12 / 10/05/12 Sales Office: T-WAS Order Type: Political Sales Region: NAT Great American Media/ POL Name: Agency **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 1010 Wisconsin Ave. NW, Ste. 800 Billing Cycle: EOM/EOC Washington, DC 20007 Agency Commission: 15% Advertiser **Democratic Congressional Campaign** Name: Demographic: A25-54 New Business Thru: **Product Codes:** IS-Candidate/US House 00:15:00 Order Separation: P-5 Priority: Advertiser External ID:

Revenue Codes: AGY, GEN, POL

Bill Plan Totals

 Start Date
 End Date
 # Spots
 Gross Amount
 Net Amount

 10/01/12
 10/28/12
 108
 \$146,050.00
 \$124,142.50

 10/29/12
 10/29/12
 23
 \$32,950.00
 \$28,007.50

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	108	\$146,050.00	\$124,142.50	0.00
November 2012	23	\$32,950.00	\$28,007.50	0.00
Totals	131	\$179,000.00	\$152,150.00	0.00

Agency External ID:

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len S	Spots	Rate Pri	Rtg Type	Spots	Amount
1	WKYC	10/23/12	2 10/26/12	M-F 5-6a	CM	5a-6a	- TWTF	:30	5	\$500.00 P-3	0.00 NM	5	\$2,500.00
				Channel 3 News	@ 5AM								
	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
V	/eek: 10/2	22/12	10/28/12	- TWTF	5	\$500.00	0.00						
2	WKYC	10/29/12	2 10/29/12	M-F 5-6a	CM	5a-6a	M	:30	1	\$500.00 P-3	0.00 NM	1	\$500.00
				Channel 3 News	@ 5AM								
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
V	/eek: 10/2	29/12	11/04/12	M	1	\$500.00	0.00						
3	WKYC	10/23/12	2 10/26/12	M-F 6-7a	CM	6a-7a	- TWTF	:30	1	\$1,000.00 P-3	0.00 NM	1	\$1,000.00
				Channel 3 News	Today @ 6AM	1							
		rt Date	End Date	Weekdays	Spots/Week	Rate	<u>Rating</u>						
V	/eek: 10/2	22/12	10/28/12	- TWTF	1	\$1,000.00	0.00						
4	WKYC	10/29/12	2 10/29/12	M-F 6-7a	CM	6a-7a	M	:30	1	\$1,000.00 P-3	0.00 NM	1	\$1,000.00
				Channel 3 News	Today @ 6AM	1							
		rt Date	End Date	Weekdays	Spots/Week	Rate	<u>Rating</u>						
M	/eek: 10/2	29/12	11/04/12	M	1	\$1,000.00	0.00						
5	WKYC	10/23/12	2 10/26/12	M-F 7-9a Today	CM	7a-9a	- TWTF	:30	5	\$1,200.00 P-3	0.00 NM	5	\$6,000.00
				Today Show									
		rt Date	End Date	Weekdays	Spots/Week	Rate	<u>Rating</u>						
	/eek: 10/2		10/28/12	- TWГF		+ ,	0.00						
6	WKYC	10/29/12	2 10/29/12	M-F 7-9a Today	CM	7a-9a	M	:30	1	\$1,200.00 P-3	0.00 NM	1	\$1,200.00
				Today Show									
	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	<u>Rating</u>						

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Order / Rev: 683908 Advertiser: Democratic Congressional Campaign Co

Alt Order #: 06144347 Product Desc: DCCC WKYC

Flight Dates: 10/23/12 - 10/29/12 Estimate: 1193

Ln Ch Start Er	d Inventory Cod	e Break	Start/End	Γime Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
6 WKYC 10/29/12 10/	,	CM	7a-9a	М	:30	1	\$1,200.00 P-3	0.00 NM	1	\$1,200.00
Start Date End	Today Show Date Weekdays	Spots/Week	Rate	Rating						
Week: 10/29/12 11/0		1	\$1,200.00	0.00						
7 WKYC 10/23/12 10/	26/12 M-F 430a-5a 430a News	СМ	430a-5a	- TWFF	:30	5	\$300.00 P-3	0.00 NM	5	\$1,500.00
<u>Start Date</u> <u>End</u> Week: 10/22/12 10/2		Spots/Week 5	Rate \$300.00	Rating 0.00						
8 WKYC 10/29/12 10/	29/12 M-F 430a-5a 430a News	СМ	430a-5a	M	:30	1	\$300.00 P-3	0.00 NM	1	\$300.00
Start Date End Week: 10/29/12 11/0		Spots/Week 1	Rate \$300.00	Rating 0.00						
9 WKYC 10/27/12 10/	27/12 SAT TDY NBC Today Sh	CM ow (Sa)	7a-9a	S-	:30	2	\$1,200.00 P-3	0.00 NM	2	\$2,400.00
<u>Start Date</u> <u>End</u> Week: 10/22/12 10/2		Spots/Week 2	Rate \$1,200.00	Rating 0.00						
10 WKYC 10/28/12 10/	28/12 SUN TDY NBC Today Sh	CM ow (Su)	8a-9a	S	:30	2	\$1,200.00 P-3	0.00 NM	2	\$2,400.00
<u>Start Date</u> <u>End</u> Week: 10/22/12 10/2	Date WeekdaysS	Spots/Week 2	Rate \$1,200.00	Rating 0.00						
11 WKYC 10/23/12 10/	26/12 M-F 9-10a Toda Today Show II	ay II CM	9a-10a	- TWГF	:30	5	\$700.00 P-3	0.00 NM	5	\$3,500.00
<u>Start Date</u> <u>End</u> Week: 10/22/12 10/2	Date Weekdays 8/12 - TWTF	Spots/Week 5	Rate \$700.00	Rating 0.00						
12 WKYC 10/29/12 10/	29/12 M-F 9-10a Toda Today Show II	ay II CM	9a-10a	M	:30	1	\$700.00 P-3	0.00 NM	1	\$700.00
Start Date End Week: 10/29/12 11/0	Date Weekdays	Spots/Week 1	Rate \$700.00	Rating 0.00						
13 WKYC 10/23/12 10/	26/12 M-F 11a-1230p 11a-1230p	СМ	11a-1230p	- TWF	:30	5	\$250.00 P-3	0.00 NM	5	\$1,250.00
<u>Start Date</u> <u>End</u> Week: 10/22/12 10/2		Spots/Week 5	Rate \$250.00	Rating 0.00						
14 WKYC 10/29/12 10/	29/12 M-F 11a-1230p 11a-1230p	СМ	11a-1230p	M	:30	1	\$250.00 P-3	0.00 NM	1	\$250.00
Start Date End Week: 10/29/12 11/0		Spots/Week 1	Rate \$250.00	Rating 0.00						
15 WKYC 10/23/12 10/		СМ	10a-11a	- TWГF	:30	5	\$250.00 P-3	0.00 NM	5	\$1,250.00
Start Date End Week: 10/22/12 10/2		Spots/Week 5	Rate \$250.00	Rating 0.00						
16 WKYC 10/29/12 10/		СМ	10a-11a	M	:30	1	\$250.00 P-3	0.00 NM	1	\$250.00
Start Date End Week: 10/29/12 11/0	Date Weekdays	Spots/Week	Rate \$250.00	Rating 0.00						
17 WKYC 10/23/12 10/	26/12 M-F 11a-1230p 11a-1230p	СМ	11a-1230p	- TWГF	:30	2	\$500.00 P-3	0.00 NM	2	\$1,000.00
Start Date End Week: 10/22/12 10/2	Date Weekdays	Spots/Week 2	Rate \$500.00	Rating 0.00						
18 WKYC 10/23/12 10/		es CM	1p-2p	- ТWГF	:30	5	\$500.00 P-3	0.00 NM	5	\$2,500.00
Start Date End Week: 10/22/12 10/2	Date Weekdays	Spots/Week 5	Rate \$500.00	Rating 0.00						
19 WKYC 10/29/12 10/	s, .=	es CM	1p-2p	M	:30	1	\$500.00 P-3	0.00 NM	1	\$500.00
	Date Weekdays	Spots/Week	Rate	Rating						
Week: 10/29/12 11/0 20 WKYC 10/27/12 10/		CM	\$500.00 9a-1030a	0.00	:30	2	\$1,000.00 P-3	0.00 NM	2	\$2,000.00
20 VVICTO 10/21/12 10/	Channel 3 New		Ja-1050a		.50	_	ψ1,000.00 F*3	O.OO INIVI	_	Ψ2,000.00
Start Date End	Date Weekdays	Spots/Week	Rate	Rating						

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Order / Rev: 683908 Advertiser: Democratic Congressional Campaign Co

Alt Order #: 06144347 Product Desc: DCCC WKYC

Flight Dates: 10/23/12 - 10/29/12 Estimate: 1193

Ln Ch Start End	Inventory Code Break	Start/End T	ime Days	Len Spo	ts Rate Pri	Rtg Type	Spots	Amount
20 WKYC 10/27/12 10/27/12		9a-1030a	S-	:30	2 \$1,000.00 P-3	0.00 NM	2	\$2,000.00
Start Date End Date	Channel 3 News 9am Sat Weekdays Spots/Week	Rate	Rating					
Week: 10/22/12 10/28/12		\$1,000.00	0.00					
21 WKYC 10/27/12 10/27/12	Sat 1030a-11a CM Sat 1030-11a	Sat 1030-11	aS-	:30	2 \$350.00 P-3	0.00 NM	2	\$700.00
<u>Start Date</u> <u>End Date</u> Week: 10/22/12 <u>End Date</u> 10/28/12	Weekdays Spots/Week	Rate \$350.00	Rating 0.00					
22 WKYC 10/28/12 10/28/12	Sun 9-1030a CM Channel 3 News Sun 9a	9a-1030a	S	:30	2 \$1,000.00 P-3	0.00 NM	2	\$2,000.00
<u>Start Date</u> <u>End Date</u> Week: 10/22/12 <u>End Date</u> 10/28/12	Weekdays Spots/Week	Rate \$1,000.00	Rating 0.00					
23 WKYC 10/28/12 10/28/12	Browns Pre-Game Hudd@M Browns Pre-Game Huddle	1130a-12p	S	:30	2 \$500.00 P-3	0.00 NM	2	\$1,000.00
<u>Start Date</u> <u>End Date</u> Week: 10/22/12 <u>End Date</u> 10/28/12	Weekdays Spots/Week	Rate \$500.00	Rating 0.00					
24 WKYC 10/23/12 10/26/12	M-F 3-4p CM The Doctors	3p-4p	- TWTF	:30	3 \$450.00 P-3	0.00 NM	3	\$1,350.00
<u>Start Date</u> <u>End Date</u> Week: 10/22/12 <u>10/28/12</u>	Weekdays Spots/Week - TWTF 3	Rate \$450.00	Rating 0.00					
25 WKYC 10/29/12 10/29/12	M-F 3-4p CM The Doctors	3p-4p	M	:30	1 \$450.00 P-3	0.00 NM	1	\$450.00
Start Date	Weekdays Spots/Week M 1	<u>Rate</u> \$450.00	Rating 0.00					
26 WKYC 10/23/12 10/26/12	M-F 4-5p CM Ellen Degeneres	4p-5p	- TWTF	:30	3 \$600.00 P-3	0.00 NM	3	\$1,800.00
Start Date	Weekdays Spots/Week - TWTF 3	Rate \$600.00	Rating 0.00					
27 WKYC 10/29/12 10/29/12	M-F 4-5p CM Ellen Degeneres	4p-5p	M	:30	1 \$600.00 P-3	0.00 NM	1	\$600.00
Start Date	Weekdays Spots/Week M 1	Rate \$600.00	Rating 0.00					
28 WKYC 10/23/12 10/26/12	M-F 5-6p CM Dr. Phil	5p-6p	- ТWГF	:30	6 \$1,000.00 P-3	0.00 NM	6	\$6,000.00
Start Date	Weekdays Spots/Week - TWTF 6	Rate \$1,000.00	Rating 0.00					
29 WKYC 10/29/12 10/29/12	M-F 5-6p CM Dr. Phil	5p-6p	M	:30	2 \$1,000.00 P-3	0.00 NM	2	\$2,000.00
Start Date	Weekdays Spots/Week M 2	Rate \$1,000.00	Rating 0.00					
N30 WKYC 10/23/12 10/26/12		6p-630p	- ТWГF	:30	5 \$1,700.00 P-5	0.00 NM	5	\$10,200.00
<u>Start Date</u> <u>End Date</u> Week: 10/22/12 10/28/12	Weekdays Spots/Week	Rate \$1,700.00	Rating 0.00					
	<u>Pescription</u> <u>Star</u>	t/End Time	<u>w</u>	<u>/eekdays</u> TWThF		Rtg Type 0.00 NM		
See MG 30.6 [NA/Oversold]								
6 NKYC 10/23/12-10/23/12 N → MG for 31.1,30.3	1-F 7-730p 7-73	60p		Γ	:30 \$3,400.00	0.00 NM		
N31 WKYC 10/29/12 10/29/12	M-F 6-630p CM Channel 3 News at 6p	6p-630p	M	:30	1 \$1,700.00 P-5	0.00 NM	0	\$0.00
Start Date End Date Week: 10/29/12 11/04/12	Weekdays Spots/Week	Rate \$1,700.00	Rating 0.00					
	<u>Star</u>	t/End Time		/eekdays	<u>Length</u> <u>Rate</u> :30(\$1,700.00)	Rtg Type		
See MG 30.6 [NA/Oversold]	с соор		IVI		.55(\$1,155.55)	3.30 14141		
32 WKYC 10/23/12 10/26/12	CM	M-Su 6:28p-	7р - ТWГF	:30	5 \$1,800.00 P-5	0.00 NM	5	\$9,000.00

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Order / Rev: 683908 Advertiser: Democratic Congressional Campaign Co

Alt Order #: 06144347 Product Desc: DCCC WKYC

Flight Dates: 10/23/12 - 10/29/12 Estimate: 1193

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time D	ays	Len Spo	ots F	Rate Pri	Rtg Type	Spots	Amount
			Nightly News Nightly News										
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 10/		10/28/12	- TWTF Nightly News		\$1,800.00	0.00		.20	1 ¢10	00.00 P-5	0.00 NM		¢4 900 00
33 WK1C	10/29/1	2 10/29/12	Nightly News	СМ	M-Su 6:28	p-7p M		:30	і фі,о	00.00 P-5	U.UU INIVI	1	\$1,800.00
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 10/ Spot Ch	/29/12 n Date Ra	11/04/12	M escription		\$1,800.00 t/End Time	0.00	۱۸	/eekdays	Length	Pate	Rtg Type		
		2-11/04/12 N			u 6:28p-7p		M				0.00 NM		
34 WKYC	10/23/1	2 10/26/12	M-F 7-730p	CM	7-730p	- TV	WTF	:30	3 \$1,2	00.00 P-5	0.00 NM	. 3	\$3,600.00
			Channel 3 News										
Sta Week: 10	art Date /22/12	End Date 10/28/12	<u>Weekdays</u> - TWFF	Spots/Week	Rate \$1,200.00	Rating 0.00							
			M-F 7-730p	CM	7-730p			:30	1 \$1,2	00.00 P-5	0.00 NM	1	\$1,200.00
			Channel 3 News	at 7P									
Sta Week: 10	art Date	End Date 11/04/12	<u>Weekdays</u> M	Spots/Week	Rate \$1,200.00	Rating 0.00							
N36 WKYC				CM	730-8p		WTF	:30	8 \$1.4	00.00 P-3	0.00 NM	. 8	\$11,200.00
1100 111110	10/20/1	2 10/20/12	Entertainment To	_	. оо ор	11		.00	σ ψ1,1	00.001 0	0.00 14111		Ψ11,200.00
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 10/ Spot Ch	/22/12 <u> Date Ra</u>	10/28/12	- TWTF		\$1,400.00 t/End Time	0.00	W	/eekdays	Length	Rate	Rtg Type		
		2-10/28/12 N		730-				TWThF			$\frac{100}{0.00}$ NM		
	e MG 36.												
-	gm Chan	ge] 2-10/23/12 N	I-F 5-6n	5p-6	'n		_	Т	30	\$1.400.00	0.00 NM		
	G for 36.3		11 5 ор	ор о	P			1	.50	Ψ1,400.00	0.00 14101		
			M-F 730-8p	CM	730-8p	M		:30	2 \$1,4	00.00 P-3	0.00 NM	. 2	\$2,800.00
			Entertainment To	night									
Sta Week: 10	art Date	End Date 11/04/12	<u>Weekdays</u> M	Spots/Week	Rate \$1,400.00	Rating 0.00							
		2 10/27/12		CM	7-8p		S-	:30	2 \$6	50.00 P-2	0.00 NM	. 2	\$1,300.00
			Sat 7-8p		·								
Sta Week: 10	art Date	End Date 10/28/12	Weekdays S-	Spots/Week 2	Rate \$650.00	Rating 0.00							
			Mon Prime Other	CM	Various			:30	2 \$5.0	00.00 P-5	0.00 NM	2	\$10,000.00
00	. 0, 20, .	0,_0,	Monday Prime Of	_	(8:00 PM-1				_	00.00.	0.00	_	ψ.ο,οοο.οο
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating							
Week: 10		11/04/12	M Mon Prime C	CM	\$5,000.00 10-11p	0.00 M		:30	2 \$30	00 00 P 5	0.00 NM	. 2	\$6,000.00
40 WKTC	10/29/1	2 10/29/12	Mon Prime C	Civi	10-11р	IVI		.50	2 \$3,0	00.00 F-3	O.OO INIVI		φο,000.00
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 10/		11/04/12	M		\$3,000.00	0.00			0.040	00.00.0.5	0.00.104		40.000.00
41 WKYC	10/23/1	2 10/23/12	Tues Prime Other Tues Prime Other		Various (8:00 PM-1			:30	2 \$4,0	00.00 P-5	0.00 NM	2	\$8,000.00
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 10		10/28/12	- T		\$4,000.00	0.00		/	1	Data	Die Terr		
	Date Ra		escription ues Prime Other	<u>Star</u> Vario	t/End Time	(8:00 PM-1	_	<u>/eekdays</u> T	Length :30 (Rtg <u>Type</u> 0.00 <i>NM</i>		
Se	e MG 41.	3,41.4				((,	,,			
	_	-	ig inventory code]	\ /a mi		(0:00 DM 4	10-00	T	-20/	t 4 000 00°	\ 0.00 A/A		
	, 10/22/12 e MG 41.		ues Prime Other	Vario	ous	(8:00 PM-1	10:00 F	1	- :30 R	54,000.00)	0.00 NM		
			g inventory code]										
_		2-10/23/12 T	ue Prime A	8-9p			- '	T	:30	\$4,000.00	0.00 NM		
-	G for 41.2	,41.1 2-10/23/12 T	ue Prime Δ	8-9p				Т	- ·3U	\$4 000 00	0.00 NM		
_	G for 41.2		GO I IIIII o A	o-ah			_		.30	ψ -1 ,000.00	O.OO INIVI		

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Order / Rev: 683908 Advertiser: Democratic Congressional Campaign Co

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\$6,000.00

0.00

10/28/12

Week: 10/22/12

Alt Order #: 06144347 Product Desc: DCCC WKYC

Flight Dates: 10/23/12 - 10/29/12 Estimate: 1193

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount 42 WKYC 10/23/12 10/23/12 Tue Prime C - T- - - -:30 2 \$3,900.00 P-3 0.00 NM \$7,800.00 10-11p Tue Prime C Rating Start Date **End Date** Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 2 \$3.900.00 0.00 43 WKYC 10/24/12 10/24/12 Wed Prime B CM 9-10p - - W- - - -:30 2 \$5,000.00 P-3 0.00 NM 2 \$10,000.00 Wed Prime B Weekdays End Date Start Date Spots/Week Rate Rating Week: 10/22/12 - - W- - - -10/28/12 2 \$5,000.00 0.00 44 WKYC 10/24/12 10/24/12 Wed Prime C --W----:30 2 \$7,500.00 P-3 0.00 NM CM 10-11p \$15,000.00 Wed Prime C Weekdays Start Date **End Date** Spots/Week Rating Rate - - W- - - -Week: 10/22/12 10/28/12 2 \$7,500.00 0.00 45 WKYC 10/27/12 10/27/12 Saturday Night Live CM 1130p-107a ---S-:30 2 \$1,800.00 P-3 0.00 NM 2 \$3,600.00 Saturday Night Live Weekdays Start Date **End Date** Spots/Week Rating Rate Week: 10/22/12 10/28/12 - - - - S-2 \$1,800.00 0.00 СМ 46 WKYC 10/23/12 10/27/12 LN (M-Su) 11P-1135P - TWTFS-:30 3 \$1,600.00 P-5 0.00 NM 3 \$4,800.00 Late News (M-Su) Rating Start Date **End Date** Weekdays Spots/Week Rate - TWTFS-Week: 10/22/12 10/28/12 0.00 3 \$1,600.00 47 WKYC 10/29/12 10/29/12 M-F 11-1135p 11-1135p M- - - - -:30 1 \$1,600.00 P-5 0.00 NM \$1,600.00 Channel 3 News at 11p M-F Weekdays Spots/Week Start Date **End Date** Rate Rating M- - - - -Week: 10/29/12 11/04/12 \$1,600.00 0.00 48 WKYC 10/28/12 10/28/12 Post NFL News CM Various ----S :30 2 \$2,000.00 P-3 0.00 NM \$4,000.00 LN Sun Follows NFL Start Date **End Date** Weekdays Spots/Week Rating Rate ---S Week: 10/22/12 10/28/12 \$2,000.00 0.00 49 WKYC 10/23/12 10/26/12 Tonight Show CM 1135p-1237a - TWTF- -:30 \$900.00 P-3 0.00 NM \$5,400.00 **Tonight Show** Start Date **End Date** Weekdays Spots/Week Rating Rate - TWTF- -Week: 10/22/12 10/28/12 \$900.00 0.00 50 WKYC 10/29/12 10/29/12 **Tonight Show** СМ 1135p-1237a M- - - - -:30 \$900.00 P-3 0.00 NM 2 \$1,800.00 Tonight Show Start Date **End Date** Weekdays Spots/Week Rate Rating 11/04/12 M- - - - -Week: 10/29/12 \$900.00 0.00 51 WKYC 10/28/12 10/28/12 NFL Regular Season Fo@M NFL Football ---S :30 2 \$6,000.00 P-5 0.00 NM \$12,000.00 (8:15 PM-11:30 PM) NFL Football Start Date **End Date** Weekdays Spots/Week Rate Rating

Totals 131 \$179,000.00